

THE BUSINESS IMPROVEMENT DISTRICT COMMITTEE OF THE CITY OF CALEXICO MET IN SPECIAL SESSION ON THE 7th DAY OF OCTOBER, 2009, AT 8:00 A.M. AT ENRIQUE CAMARENA LIBRARY, 850 ENCINAS AVE., CALEXICO, CALIFORNIA. THE DATE, HOUR AND PLACE DULY ESTABLISHED FOR THE HOLDING OF SAID MEETING.

CALL TO ORDER

The meeting was called to order at 8:05 a.m. by Chair Eduardo Lopez

ATTENDANCE

Committee members:

Eduardo Lopez

Cristina Rocha

Morris Reisin

David Ouzan(Absent)

STAFF

Victor Carrillo – City Manager

Rosalind Guerrero – Redevelopment & Economic Development Director

Julia Osuna – Economic Development Specialist

Peter Castro – General Services

Jesus Serrano –Lt. Police Department

GUESTS

Rosario Beltran – HKG Duty Free

Jimmie Jimenez – Clear Talk

Mauricio Calderon – The McMarketing

Michelle Bastidas – CCEZ

Steve S Sano – Kecy-FOX 9 TV

Angel Esparza – Envision

Theresa Robertson – KXO Radio

Maritza Hurtado – Barron's

APPROVAL OF AGENDA

Motion was made by member M. Reisin seconded by member C. Rocha to approve agenda as presented. Vote to wit:

Ayes:	E. Lopez, M. Reisin, C. Rocha
Noes:	None
Absent:	D. Ouzan

ANNOUNCEMENTS/PUBLIC COMMENT ON NON-AGENDIZED ITEMS

None

Presentation

Pimentel Studios – Marketing proposal presented marketing ideas and materials that may help promote the downtown businesses. He provided examples of motivating promotions the BID can consider. Examples are:

1. Business VIP cards with discounts and special promotions.
2. Promote a Cruise for 2 people, by the BID purchasing a minimum of 18 certificates. The BID will pay \$189 per Certificate. Winning Process: Downtown customers can be provided with a scratch card for every \$10 purchase, (1 winner for every 1000 scratch cards).
3. Customer Service booth can be purchase for the downtown for tourist information.

CONSENT AGENDA

Motion made by member C. Rocha and seconded by member M. Reisin to approve the minutes of September 23, 2009. Vote to wit:

Ayes:	C. Rocha, E. Lopez, M. Reisin,
Noes:	None
Absent:	D. Ouzan
	Motion Passed

BUSINESS ITEMS

October 31, 2009, Downtown Event

Mr. Jimenez informed the BID the subcommittee changed the vendors' tariffs from \$100.00 to \$50 to businesses outside the BID area. He also said Hildy Carrillo Director of the Calexico Chamber of Commerce will be organizing the contests and the DJ. KXO will complete the script draft before the next meeting. Mr. Steve Sano (Fox9) will deliver its commercial on October 7, 2009 in the afternoon. Mr. Carrillo said that radio Bulldog is willing to advertise the event and to provide him with a script. M. Reisin and Maritza Barron volunteered to deliver the advertising flyers to the schools. A discussion was held if the members should have a t-shirt designed for the Halloween event. M. Reisin volunteered to make them for the BID. E Lopez asked to have a special meeting for October 14, 2009 to continue to discuss October 31st event only. Everyone agreed.

Downtown Lighting

C Rocha said the lighting in downtown is not good. It does not seem to be safe for the shoppers at night. Store owners do not leave their lights on at night when they close. P. Castro said the City cannot enforce them to leave their lights on at night. Mr. Perrone offered his services on lighting maintenance to the City and the BID. He stated he probably would charge less than what the city is paying at this time. He informed he is a local business owner and would respond promptly. E. Lopez informed Mr. Perrone that the BID is not a position to hire anyone and that they would have to consider other businesses as well.

Portable Restrooms

J. Osuna presented a cost estimate sheet from 5 different businesses for the portable restrooms. The BID decided to award the lower bid to A-Modern Sanitation for the price of \$3,360 plus taxes. Staff explained that it would cost \$320.00 additional for hand washing facilities. She explained adding this amount A-Modern would, still be the lowest bidder. R. Guerrero said as a pilot program the Redevelopment Agency will pay for it. In the future the BID will need to consider budgeting for this expense.

Motion made by member E Lopez and seconded by member M. Reisin to write a contract with A-Modern Sanitation. Vote to wit:

Ayes: C. Rocha, E. Lopez, M. Reisin,
Noes: None
Absent: D. Ouzan

Motion Passed

Advertising in Mexicali Hotel Directory

J. Osuna presented an advertising proposal from Martha Jimenez to advertise in a hotel magazine that is distributed in Mexicali and Ensenada's Hotels. It will be a special price for the Redevelopment Agency, City of Calexico and BID of \$2,400 total. It will cost the bid \$625.00. The cost estimate is 3¢ per person to see the advertisement. The Chamber of Commerce will be invited to share the costs of this advertisement.

Motion made by member E. Lopez and seconded by member C. Rocha to place ad in the Mexican Hotel Magazine at a cost of \$625.00. Vote to wit:

Ayes: C. Rocha, E. Lopez, M. Reisin,
Noes: None
Absent: D. Ouzan

Motion Passed

INFORMATIONAL ITEMS

Update on Website

There is a five request for proposals to do the website. The deadline is Friday, October 9, 2009.

Update on Sidewalk Cleanup

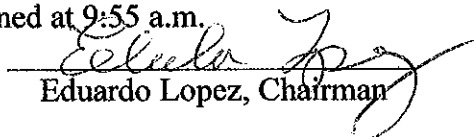
Staff informed the BID the sidewalk clean-up will begin October 15th, 2009 and it will take 6-8 weeks to finish. C. Rocha said that the streets need to be cleaned. P. Castro stated the downtown cleaning crew cleans the streets every morning, seven days a week. R. Guerrero said a mini-sweeper and a full time person will be hired and begin to work by November.

Other

Establishing a special meeting date for October 14th, 2009.

ADJOURNMENT

There being no further business, the meeting adjourned at 9:55 a.m.


Eduardo Lopez, Chairman